

## ORDER



**Orders**  
**Order / Rev:** 724975  
**Alt Order #:** 06396945  
**Product Desc:** VOTERS FIRST  
**Estimate:** 1858  
**Flight Dates:** 10/27/12 - 11/05/12  
**Original Date / Rev:** 10/25/12 / 10/25/12  
**Order Type:** Political

## WKYC

**Primary AE:** Joe Knauer  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** New Media Firm, The/ POL  
**Buying Contact:**  
**Billing Contact:**  
 1322 G Street SE  
 Washington, DC 20003

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Voters First  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/US Senate  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	4	\$18,100.00	\$15,385.00
10/29/12	11/05/12	22	\$58,500.00	\$49,725.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	4	\$18,100.00	\$15,385.00	0.00
November 2012	22	\$58,500.00	\$49,725.00	0.00
<b>Totals</b>	<b>26</b>	<b>\$76,600.00</b>	<b>\$65,110.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WKYC	22%	\$76,600.00
Market	100%	\$348,181.82

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBNX	1%	\$3,481.82
WEWS	31%	\$107,936.36
WJW	26%	\$90,527.27
WOIO	15%	\$52,227.27
WUAB	5%	\$17,409.09

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	11/02/12	11/02/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	----F--	:30	1	\$4,500.00	P-5	0.00	NM	1	\$4,500.00
CH 3 NWS AT 11<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--			1			\$4,500.00		0.00			
E 2	WKYC	11/02/12	11/02/12	M-F 3-4p The Doctors	CM	3p-4p	----F--	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
DOCTORS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--			1			\$800.00		0.00			
E 3	WKYC	11/02/12	11/02/12	M-F 9-10a Today II Today Show II	CM	9a-10a	----F--	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--			1		\$1,200.00			0.00			
E 4	WKYC	10/29/12	10/29/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$2,800.00	P-5	0.00	NM	1	\$2,800.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----			1		\$2,800.00			0.00			
E 5	WKYC	10/29/12	10/29/12	M-F 10-11a M-F 10-11a	CM	10a-11a	M-----	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
TODAY SHW3-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----			1		\$800.00			0.00			
E 6	WKYC	10/29/12	10/29/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M-----	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----			1		\$1,200.00			0.00			
E 7	WKYC	11/05/12	11/05/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----			1		\$2,000.00			0.00			
E 8	WKYC	11/05/12	11/05/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----			1		\$2,500.00			0.00			
E 9	WKYC	10/29/12	11/05/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$4,800.00	P-5	0.00	NM	2	\$9,600.00
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----			1		\$4,800.00			0.00			
Week:		11/05/12	11/11/12	M-----			1		\$4,800.00			0.00			
E 10	WKYC	10/29/12	10/29/12	M-F 9-10a Today II Today Show II	CM	9a-10a	M-----	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----			1		\$1,200.00			0.00			
E 11	WKYC	11/03/12	11/03/12	Sat 11-1135p LN SAT	CM	11-1130p	-----S-	:30	1	\$4,500.00	P-5	0.00	NM	1	\$4,500.00
CH 3 NWS AT 11<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-			1		\$4,500.00			0.00			
E 12	WKYC	11/03/12	11/03/12	Saturday Night Live Saturday Night Live	CM	1130p-107a	-----S-	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
SAT NITE LIVE<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-			1		\$2,500.00			0.00			
E 13	WKYC	10/27/12	10/27/12	Sat 6-630p Channel 3 News at 6P SAT	CM	6-630p	-----S-	:30	1	\$3,800.00	P-5	0.00	NM	1	\$3,800.00
6 NEWS WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-			1		\$3,800.00			0.00			
E 14	WKYC	10/27/12	10/27/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	-----S-	:30	1	\$8,000.00	P-5	0.00	NM	1	\$8,000.00
AVG. ALL WKS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-			1		\$8,000.00			0.00			
E 15	WKYC	10/27/12	10/27/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/22/12	10/28/12	-----S-		1	\$2,500.00				0.00					
E 16	WKYC	10/28/12	11/04/12	Sun 6-630p	CM	6-630p	-----S	:30	1	\$3,800.00	P-5	0.00	NM	2	\$7,600.00
				Channel 3 News at 6p SUN											
6 NEWS WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/22/12	10/28/12	-----S		1	\$3,800.00				0.00					
Week:	10/29/12	11/04/12	-----S		1	\$3,800.00				0.00					
E 17	WKYC	11/04/12	11/04/12	SUN TDY	CM	8a-9a	-----S	:30	1	\$3,000.00	P-5	0.00	NM	1	\$3,000.00
				NBC Today Show (Su)											
SUN TODAY-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/29/12	11/04/12	-----S		1	\$3,000.00				0.00					
E 18	WKYC	11/01/12	11/01/12	M-F 11a-1230p	CM	11a-1230p	---T---	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
				11a-1230p											
GOOD COMPNY TV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/29/12	11/04/12	---T---		1	\$800.00				0.00					
E 19	WKYC	11/01/12	11/01/12	Tonight Show	CM	1135p-1237a	---T---	:30	1	\$2,800.00	P-5	0.00	NM	1	\$2,800.00
				Tonight Show											
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/29/12	11/04/12	---T---		1	\$2,800.00				0.00					
E 20	WKYC	10/30/12	10/30/12	Days of Our Lives	CM	1p-2p	-T-----	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
				Days of Our Lives											
DAYS-OUR LIVES<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/29/12	11/04/12	-T-----		1	\$1,200.00				0.00					
E 21	WKYC	10/30/12	10/30/12	M-F 11-1135p	CM	11-1135p	-T-----	:30	1	\$4,500.00	P-5	0.00	NM	1	\$4,500.00
				Channel 3 News at 11p M-F											
CH 3 NWS AT 11<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/29/12	11/04/12	-T-----		1	\$4,500.00				0.00					
E 22	WKYC	10/30/12	10/30/12	M-F 7-9a Today	CM	7a-9a	-T-----	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
				Today Show											
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/29/12	11/04/12	-T-----		1	\$2,500.00				0.00					
E 23	WKYC	10/31/12	10/31/12	Late Night	CM	1237a-136a	--W----	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
				Late Night w/Jimmy Fallon											
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/29/12	11/04/12	--W----		1	\$2,500.00				0.00					
E 24	WKYC	10/31/12	10/31/12	M-F 6-630p	CM	6p-630p	--W----	:30	1	\$3,800.00	P-5	0.00	NM	1	\$3,800.00
				Channel 3 News at 6p											
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/29/12	11/04/12	--W----		1	\$3,800.00				0.00					
													Totals	26	\$76,600.00